Festival on the Green Subcommittee
Monday, August 29, 2011
Conference Room C–Mansfield Town Hall
(860) 429-2740
5:00 p.m.

Minutes

Present: Betsy Paterson, Tom Birkenholz, and Natalie Miniutti

Staff: Cynthia van Zelm and Kathleen Paterson   **Guest:** Joan Gerdsen

1. Call to order
Betsy Paterson called the meeting to order at 5:05 pm.

2. Public comment
There was no public comment.

3. Review Task List
Activities: Kathleen Paterson reviewed the most recently confirmed activity booth hosts and their planned activities. She noted that a representative from LeylandAlliance would lead a tour around the construction site as part of the activities.

Advertising: Ms. K. Paterson reported that the ads in the local newspapers had been reserved and will run for three weeks prior to the event.

Ms. K. Paterson said that the posters and flyers had been finalized and asked committee members to sign up to distribute them after the meeting.

Natalie Miniutti suggested adding a line to the press releases about bringing lawn chairs to the *Festival* **[Done].**

Art: Ms. K. Paterson reported that she, Kim Bova, and Michael Allison had met to review the submissions. She said that she will be meeting with Dean Woods for the final review prior to notifying the artists.

Food: Ms. K. Paterson said that there were still only two confirmed food vendors but added that two others had verbally committed to the event. **She will continue to work on lining up food vendors.**

Ms. K. Paterson said that she had been contacted by a possible food vendor who lives in Mansfield and has a stand in Windham. She said he also does catering for events and parties in Mansfield and other towns. The committee agreed by consensus to invite this vendor to participate in the *Festival*.

Parade: Tom Birkenholz asked the committee for assistance in contacting local Boy Scout troops. **Ms. Miniutti offered to contact Troop 61 and Troop 56 [Done].**

Ms. Paterson will contact George Thompson, Jr. about the antique fire truck [Done].

Ms. Paterson said that members of the Town Council will march in the parade.

Mr. Birkenholz asked if Rod Rock was still interested in organizing a float from the School of Fine Arts. **Ms. Paterson will discuss the possibility of a float with Mr. Rock.**

Mr. Birkenholz will invite Mountain Dairy to appear with their delivery truck.

Music: Ms. K. Paterson said that a few groups had expressed interest in performing and reminded the committee that the deadline to hear from performers is September 2.

Ms. Paterson said the groups should be reminded that the *Festival* is a family-friendly event.

Set-up: Ms. Miniutti reviewed the draft site plan with the committee. **She will check with John Jackman about fire clearance in the E. O. Smith parking lot.**

Volunteers: Ms. K. Paterson said that Jessie Shea has committed to help in the "office." Ms. K. Paterson expressed her preference to have two more people helping with that task. Ms. K. Paterson said she had received a few emails from UConn students who would like to volunteer. She said she still needs two Area Captains.

5. Review Master Events list
The committee reviewed the Master Events list.

6. Celebrate Mansfield Weekend
Vintage Mansfield: Cynthia van Zelm said that the Partnership had started to receive RSVPs for the wine tasting.

Picnicpalooza: Ms. K. Paterson said that Sara-Ann Bourque is looking into balloons and other signage to place along the roadway for the event.

Ms. Paterson said that if there was not a good turnout for the event this year, she would like to review it.

Mr. Birkenholz suggested finding a "big time" band for the picnic.

Joan Gerdsen suggested finding one big sponsor for the event.

Ms. van Zelm suggested advertising the picnic with other Community Center events in the summer.

7. Adjourn
The meeting adjourned at 6:25 pm.

Minutes prepared by Cynthia van Zelm and Kathleen M. Paterson